KSJO 92.3

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1420 KOLL CIRCLE, SAN JOSE, CA 95112 • 408/288-5400

April 17, 1986

Susan Hendryx
MUSIC MOTIONS, INC.
321 West 44th St,
New York, New York 10036

Dear Susan,

Here are the facts on what KSJO did with the Rolling Stones Video promotion.

Beginning on Monday April 7 and running thru Thursday April 10 we played the Rolling Stones "Harlem Shuffle" every four hours. When listeners heard the song they called 575-1800, the 10th caller won a pair of tickets to see "Pretty In Pink" and the "Harlem Shuffle" video at the Town and Country Cinema. Winners also qualified for the grand prizes of 5 Rolling Stones watches, and 5 "Harlem Shuffle" singles. We announced the Grand Prize winners on Friday April 11.

The promotion received 18 mentions from Friday April 4 thru Sunday April 6. Then once the songs started it received 12 mentions per day. That comes to a total of 66 promotional mentions for the run of the promotion which comes to a total of $5000.00 in mentions.

Susan, we feel that the "Harlem Shuffle" promotion worked very well for all parties concerned, us, you and of course the listeners. I look forward to working with you again soon in the future.

Singerely,

[redacted]

NATE DEATON
Promotion Director